



CLG Historic Preservation Planning **RECEIVED** Grant Application

Louisiana Division of Historic Preservation
Office of Cultural Development
Department of Culture, Recreation and Tourism
P.O. Box 44247, Baton Rouge, LA 70804

SEP 19 2006

HISTORIC PRESERVATION

Applications must be postmarked by September 15, 2006. Please type or print neatly.

Applicant

Applicant (Agency, Organization, Government) FRANKLIN PARISH HISTORICAL SOCIETY
Contact person KAY LAFRANCE
Address of applicant P.O. BOX 69
City/Town WINNSBORO, LA Zip code 71295
Parish FRANKLIN E-mail address KAYLAFRANCE@BELLSOUTH.NET
Phone: 318-435-3781 Fax: 318-435-5398
Applicant has received Certified Local Government Grant funds in the past. Yes ☐ No ☒

Project Name

Name of Project FRANKLIN PARISH MUSEUM
National Register Name of property/district (if applicable) WINNSBORO POST OFFICE;
Project address or location (if applicable) PRAIRIE ST. WINNSBORO MAIN STREET
Total project cost \$7,500 Grant funds requested \$3750

Project Manager

Project Manager KAY LAFRANCE Phone 318-435-3781
Address P.O. BOX 69
City/Town WINNSBORO, LA Zip Code 71295
E-Mail address KAYLAFRANCE@BELLSOUTH.NET Fax 318-435-5398

Audit Information

Fiscal Year of Community: JULY-JUNE Begin Date: JULY 1 End Date: JUNE 30
Does your organization have an annual audit performed? Yes ☐ No ☒
If yes, the audit is performed in accordance with the following:
OMB Circular A-133 _____
Other (specify) _____
If an audit is performed in accordance with one of the above circulars, state the date it is usually issued: _____

Project Justification

In the space provided, or on attached sheets if necessary, provide justification for the proposed project. Please be sure to include the following information:

- A) Describe the historical, cultural or architectural significance of the property or district.
- B) Describe any immediate or long-term threats to the property (if applicable).
- C) Describe how the project is part of a larger planning process.
- D) Describe how the project will benefit the public.

(SEE ATTACHED)

Project Budget

Provide a proposed itemized budget for this project. Include a description of each line item. Grant funds cannot exceed 50 percent of the total project cost. Outline budget in the space provided below, and attach any additional budget information.

Note: Salary figures or consultant fees must be figured using an hourly rate (200 hours @ \$20 p/h=\$4000).

Amount of grant request \$ 3,750.00

Total Cost of project \$ 7,500.00

(SEE ATTACHED)

Matching Share

State the amount of matching funds available. The match must be at least 50% of the total project cost.

| | | | |
|--------|---|--------|-------------------|
| Source | <u>FRANKLIN PARISH HISTORICAL SOCIETY</u> | Amount | <u>\$3,750.00</u> |
| Source | _____ | Amount | _____ |
| Source | _____ | Amount | _____ |

TOTAL \$3,750.00

Selection Criteria

Applications will be judged on two levels of selection criteria: Threshold Criteria and Priorities.

Threshold Criteria

*To be eligible, the following criteria **must** be met:*

1. Application is completed and all blanks are filled in.
2. Application is signed by the appropriate authority. (For Certified Local Governments it must be the chief elected official).
3. All required attachments are included (resumes, photographs, maps, budget justification).
4. Application was received on time.

Priorities

All projects that meet the Threshold Criteria will be rated according to these criteria:

1. Project is well-planned, proposes sound methodology, has an appropriate budget, and will use qualified personnel.
2. Project is part of a larger planning process.
3. Project benefits the public.
4. Project involves threatened historic or prehistoric resources.
5. Project involves significant historic resources.
6. Project has not received Certified Local Government grant funds in the past.

Checklist for Application

- ☒ Have you answered each question and filled in each blank?
- ☒ Have you discussed your project with the appropriate Division of Historic Preservation staff?
- ☒ Have you included all required attachments?
- ☒ Have you demonstrated that the required cash match is available and identified the source(s) of the match?
- ☒ Will Someone who is unfamiliar with your project understand the scope of work, expected products, time schedule, personnel, and budget from the information you have given in this application?
- ☒ Has the appropriate person/people signed your application?

Please send one copy of the completed application with appropriate photographs, maps, etc., to:

CLG Coordinator
Division of Historic Preservation
P.O. Box 44247
Baton Rouge, LA 70804-4247
225-342-8160

For further information, contact the division staff at the above address and telephone number.

PROJECT DESCRIPTION/SCOPE OF WORK

A) Describe the purpose and the primary activities or components of the project:

The old downtown Post Office in Winnsboro was purchased by the city in 2000 for the express purpose of creating a museum for the area to showcase the pride and heritage of Franklin Parish, in addition to providing alternating exhibits, thus increasing tourism and enhancing downtown activity. With the exception of some renovation work to the roof, the air conditioning and heating system, and some exterior work to the front entrance, nothing has been done to the building thus far to ready it for museum usage. This project will enable the Franklin Parish Historical Society to actually move forward with its plans for converting the building's interior from a former WPA-era Post Office to a museum.

B) Describe the products expected from this project:

Monies generated by this grant will provide for an adaptive reuse study and design guideline, as well as architectural plans and specifications for the building's interior as a museum by Murphy & Orr Exhibits.

C) Methodology:

See attached.

PROJECT JUSTIFICATION

A) Describe the historical, cultural or architectural significance of the property or district:

The Post Office was built in 1936 as a WPA project under the Roosevelt Administration and has the exact construction plan of most such structures built during this era (ex., the former Post Office building in Ferriday, LA, which now houses the Delta Music Museum; the former Winnsboro Post Office is that same configuration, only larger). *The building was listed on the National Register of Historic Places on July 19, 2002, and is in the Historic Downtown District as recognized by Winnsboro Main Street.* It is situated at the opposite end of Prairie Street (the primary downtown retail center) from the Princess Theatre, which will make it another "anchor" to help reinforce the focus on the arts downtown.

B) Describe any immediate or long-term threats to the property:

As with any uninhabited building, it is feared that the longer the building stays unoccupied, the more it will deteriorate. However, just to occupy the building without proper usage planning would be self-defeating. Also, it is critical that the community be made aware that plans for the building as a museum are a priority and are being addressed, and that they (citizens of Franklin Parish) will be included in the planning process.

C) Describe how the project is part of a larger planning process:

1. The museum is intended to be a large part of an upcoming oral history project involving the “*Swamp Gravy Institute*” from Colquitt, Georgia, in which selected Franklin Parish residents will be instructed in the art of gathering oral histories for presentation purposes. It is anticipated that this project will be not only a source of local pride, but will also generate economic benefits to the area, much as the “*Swamp Gravy*” project has in Colquitt, Georgia (www.swampgravy.com).
2. The Winnsboro Main Street Board of Directors, as well as members of the Board of Directors for the Princess Theatre, have long felt that a Princess Theatre/museum connection would help connect the downtown Prairie Street area into an “arts corridor,” which would not only benefit the arts, but would also provide an additional focus for existing and future downtown retail establishments.
3. Work will begin in the next few months on further renovations to the building (see attached document re: flooring, electrical, plumbing, etc.), which will hopefully allow it to be occupied. Once that is accomplished, the offices of Winnsboro Main Street, Franklin Parish Economic Development Foundation, Winnsboro-Franklin Chamber of Commerce and the Franklin Parish Tourism Commission will be housed there, in addition to its usage as a museum.

(NOTE: Because the primary intended use for the building is that of a museum, it is felt that museum designers/planners are critical in the renovation process. Any office space for the above-mentioned organizations, although integral, will be secondary in the planning process.)

D) Describe how the project will benefit the public:

Since the building will be a museum for and about Franklin Parish heritage, the residents of this area and their stories will naturally be a part of its contents. As a part of the planning process, it is anticipated that different areas of the proposed museum space be dedicated to such important Franklin Parish issues as area Veterans and their contributions (Franklin Parish is known as “The Stars and Stripes Capital of Louisiana”), the various agricultural products which are the backbone of this community (cotton, soybeans, corn, catfish, etc.), and other topics relating to our unique *sense of place*. The main gallery will be dedicated to alternating exhibits, which will be updated in a timely manner, in order to keep the museum fresh and interesting, not only to area residents, but to visiting tourists as well.

The future Franklin Parish Museum is intended to be a source of pride for community citizens and their heritage, and input from the citizens of Franklin Parish is considered crucial to its success.

Design Proposal

Project:

The Winnsboro Main Street Museum: Displays, Exhibits and Related Graphics
Showcasing the History of Winnsboro.

Location:

The old post office facility in Winnsboro, LA.

Date of Completion:

The adaptive reuse study will be completed by June 15, 2007.

Proposal:

Murphy & Orr Exhibits proposes to design, fabricate and install enthusiastic, unique, high-quality exhibits and related graphics for the successful implementation and completion of the Winnsboro Main Street Museum in Winnsboro, LA. Murphy & Orr Exhibits will develop concepts and renderings that will showcase the Winnsboro area history that will educate, intrigue, serve and support the area, as well as encourage tourism and generate increased traffic in the historic downtown district.

Murphy & Orr Exhibits will analyze the various two-dimensional and three-dimensional display requirements and provide design and engineering input for the most efficient and effective ways of achieving all of the required project goals and objectives. The design development will take place in two phases, the Design Concept phase and the Final Design phase. Colors, material specifications, graphics, electrical, lighting and overall production methods will be determined during these two phases of design development.

For fees as noted, Murphy & Orr Exhibits is able to offer the following design services:

Design Concept Package.....\$7,500.00
100 hours of design time at \$75.00 per hour plus Reimbursable Expenses at cost

The Design Concept Package shall include the following deliverables:

Planning

- ◆ Meet with the client to discuss objectives and mission.
- ◆ Determine the initial goals of the project and the facility.
- ◆ Assist in the organization of a Project Team.
- ◆ Define team responsibilities.
- ◆ Review and research history.
- ◆ Interview appropriate individuals as recommended by the Project Team.
- ◆ Review space allotment for exhibits and graphics.

- ◆ Establish a timetable for project completion.

Project Development

- ◆ Determine theme and story lines for exhibits.
- ◆ Develop a space plan, allowing for special event and normal business circulation.
- ◆ Determine interactive audio/visual possibilities.
- ◆ Review and analyze collection of artifacts and photographs.

Preliminary Design

- ◆ Conceptualize graphic design.
- ◆ Conceptualize audio/visual and interactive components as necessary.
- ◆ Develop exhibits and floor plans.
- ◆ Refine concepts and present designs in the form of computer-modeled renderings.
- ◆ Meet with the Project Team and make any necessary changes to accomplish goals.
- ◆ Determine any necessary architectural elements to include: electrical, floor covering, wall finishes, ceiling and lighting.
- ◆ Develop and refine budgets for architectural elements and exhibits.

Final Design Package.....TBD

Allowance for Reimbursable Expenses.....TBD

Final Design

- ◆ Refine design; prepare sketches, drawings and finish samples; refine audio/visual components as necessary; select consultants if required.
- ◆ Finalize graphic design.
- ◆ Provide copy requirements to appropriate Project Team members.
- ◆ Begin audio/visual and interactive production.
- ◆ Produce construction/shop drawings and specifications to implement designs.
- ◆ Produce drawings and specifications for any required general contract work; coordinate with facility architect and/or facility planning department.
- ◆ Finalize budget for project completion.

Fabrication & Installation Package.....TBD

Allowance for Reimbursable Expenses.....TBD

Fabrication

- ◆ Receive completed text from Project Team; format for final approval.
- ◆ Complete graphic design and produce final drawings and specifications.
- ◆ Produce exhibit structure and components, graphic elements and artifact mounts.
- ◆ Complete audio/visual interactive production.
- ◆ Coordinate on-site contracted elements.

- ◆ Review exhibit elements at Murphy & Orr's plant.

Installation

- ◆ Transport all exhibit components to site.
- ◆ Install exhibit components.
- ◆ Install and test audio/visual interactive components.
- ◆ Conduct a final review of the project with the Project Team and correct any items not adhering to specifications.
- ◆ Provide maintenance document.

Communications

A lead Project Manager will be assigned to manage the project. The Project Manager will work in concert with the Production Manager and the Graphics Project Manager for construction of the casework and associated graphics. The Project Manager and Graphics Project Manager will serve as the chief liaisons with any necessary outside contractors. Any member of the production team can be consulted with questions and concerns.

Architectural Interface

Murphy & Orr and its agents will coordinate with the facility architect and other facility consultants as requested. Internally, we will prepare a set of construction documents that will include all necessary drawings and specifications for the fabrication of exhibits and graphics. All exhibits are considered specialty furnishings and will be installed as such by Murphy & Orr, not the facility general contractor. If work is required by one of the standard building trades, we will issue bid documents and coordinate the work in tandem with the general contractor.

Note: Design fees are for design services only. Murphy & Orr Exhibits will retain ownership of the design. The design drawings, specifications and related documents produced by Murphy & Orr Exhibits cannot be used to obtain bids for the project fabrication without written notice from Murphy & Orr.

Murphy & Orr Exhibits welcomes the opportunity to submit this proposal to the Winnsboro Main Street Museum committee.

Thank you,

Murphy & Orr Exhibits

Accepted by: _____
(The Winnsboro Main Street Museum)

Kay Williams LaFrance
3594 Hwy 572
Gilbert, LA 71336
318-412-8056 (H) 318-435-3781 (O) 318-805-8774 (c) 318-435-5398 (fax)
kaylafrance@bellsouth.net

Personal:

Birthdate: August 21, 1946

Education: Northeast Louisiana University
B.A., 1969
Major: Speech; Minor: English

Professional Development:

May, 2001 National Trust for Historic Preservation, Washington, D.C.
National Main Street Center Certification Institute,
Graduate, Certified National Main Street Manager

Employment Experience:

| | |
|-----------------------------|--|
| August, 2003 - present | Winnsboro Main Street Manager |
| | Executive Director, Franklin Parish Econ. Dev. Foundation |
| May, 1993 - July, 2003 | Columbia Main Street Manager |
| | Executive Director, Caldwell Parish Industrial Development Bd. |
| March, '98 - December, '98: | Executive Assistant |
| | U.S. Senator Mary Landrieu |
| 1993 - 1998: | Columbia Main Street Manager |
| | Executive Director, Caldwell Parish Industrial Development Bd. |
| 1983 - 1998: | Owner & Operator |
| | Boscobel Cottage Bed & Breakfast |
| 1984 - 1996: | Announcer |
| | Freelance radio & TV commercials |
| Aug. '92 - Nov. '92: | Campaign Director |
| | Northeast LA Demo. Hdqtrs (Clinton/Gore) |
| Dec. '90 - Feb. '91 | Campaign Mgr. |
| | LA Senatorial Candidate Frank Snellings |
| 1982-1984: | Advertising Columnist |
| | Monroe News-Star |
| 1973 - 1980: | TV Anchor/Reporter |
| | KNOE TV, Monroe, LA |
| 1972: | TV Anchor/Reporter |
| | WBRZ TV, Baton Rouge, LA |
| 1971 | Publicity Director |
| | Embers Dinner Theatre, Monroe, LA |
| | Entertainment Editor |
| | Monroe News-Star |
| | Vocalist, USO European Tour |
| | Jazz Ensemble, Northeast LA University |
| | Copywriter |
| | John Burnett Advertising, Dallas, TX |
| 1967 - 1968: | News Announcer |
| | KMLB Radio, Monroe, LA |







